



TO: All DWD Employees

FROM: Sarah Steele *SAS*
Deputy Commissioner
Government Affairs and Communications

DATE: May 10, 2004

SUBJECT: DWD Policy 2004-34
Marketing Policy

RE: DEVELOPMENT OF MARKETING MATERIALS

Mitchell E. Daniels, Jr., Governor
Ronald L. Stiver, Commissioner

10 N. Senate Avenue
Indianapolis, IN 46204-2277
Phone: 317-232-7670
FAX: 317-233-4793
TDD: 317-232-7560
<http://www.workforce.IN.gov>

An Equal Opportunity Employer

PURPOSE: To ensure information published regarding the Indiana Department of Workforce Development (DWD) accurately reflects the agency's organizational goals, is written in clear, concise language, and is designed to effectively reach the audience for which it is intended.

RESCISSIONS: DWD Policy 2003-33

CONTENT: DWD will publish materials that accurately reflect the vision, mission and goals of the agency.

To publish information about the agency or its programs, services, activities or processes, approval for the project must be obtained from the originating DWD unit manager/director (to approve the project and check for data accuracy) and Communications (for editing and design services). Materials will be returned to the unit manager/director for final review prior to the production process

Definitions and Procedures:

Marketing Materials: Any compilation of information that summarizes or explains DWD programs, services, activities or processes intended to be published (in print, electronic and/or multimedia), distributed to or viewed by the public, advocates, legislators and/or organizations. **These materials include program, division or agency reports, newsletters, brochures, pamphlets, flyers, videos, mass E-mail communications, and internet/intranet web pages.**

Printed Materials: An outline or rough draft of the material to be published should be prepared and approved through the originating unit manager/director. A hard copy of the approved outline or draft materials may be forwarded to Communications for writing, editing and/or graphic design services. Materials should be submitted via E-mail as an attachment.

Please allow at least one week for review by Communications regarding the above marketing materials and printed materials.

Brochures or Flyers: Because DWD encourages the production of professionally designed documents that accurately reflect the agency's goals and other DWD printed materials, templates for locally produced brochures and flyers are available through the Communications division. Communications will create additional templates upon request.

Because **brochures and flyers** convey DWD's message to the public, they must be submitted for final approval by Communications, and are subject to editing for content, readability and graphics or design services. Please allow one week for completion.

Brochures may be printed through the agency print shop or a professional printer after approval of Communications. One-page flyers may be printed on local printers and copiers.

Reports: A hard copy of the approved draft must be sent to Communications for editing and review after approval of unit manager/director.

Internet & Intranet: To promote accuracy and consistency, all large additions or changes to items to be published electronically to the World Wide Web or the agency intranet must be approved in advance by the originating unit manager/director and Communications. Upon arrival, items will be forwarded to the Web Master for publication.

Agency Intranet (DWITE): To submit information, suggestions and articles for the Agency Intranet, please send text and photographs electronically. The preferred method for text is by an attached Word document. For photographs, an attached GIF or JPEG file in RGB mode is preferred. E-mail to tglenn@dwd.state.in.us.

Agency Internet (Web site): For small content additions and edits, information may be sent directly to the Web Master at webmaster@dwd.state.in.us.

Text Additions: A copy of the final text should be provided to Communications after the appropriate unit manager/director has given approval. Please submit as an electronic copy in Microsoft Word format. To facilitate editing and publishing, please do not submit files in HTML format. Specific instructions should accompany the text, explaining where the text should be added. Printed off and marked copies of pages are acceptable if included with electronic submission of text. If the submission needs no changes, Communications will forward the text and instructions for publication.

Image Additions: A copy of the finalized image should be provided to Communications after the originating unit manager/director has given approval. Please provide an electronic copy file of the image (photo or graphic) as an attachment to e-mail. To

facilitate editing and publishing, please do not submit files in HTML format. Specific instructions should accompany images, explaining where the images should be added. If the submission needs no changes, Communications will forward the image and instructions for publication.

New Features: Any requests for new features (new main areas, databases, etc.) must be coordinated with Communications. Please send request to webmaster@dwd.state.in.us after the originating unit manager/director has given approval. The e-mail should explain the advantage offered by the new feature, and should include any known costs including software, hardware and additional maintenance time within the responsible unit. Communications will work with requesting unit and Information Services to further identify project technology costs and time requirements.

Video Production: To facilitate accuracy and consistency, information about DWD that will be produced in a video (script) or other recorded medium must be approved by the appropriate unit manager/director and Communications.

Facilitation: All draft materials will be logged in and worked on in the order received unless the Commissioner has granted special priority. Every attempt will be made to adhere to deadlines. Printing and distribution remains the responsibility of the requesting unit unless otherwise agreed upon.

OWNER: DWD Communications Unit

EFFECTIVE DATE: May 10, 2005

REVIEW DATE: March 10, 2007

END DATE: May 10, 2007